

ORDER



KLAS

Orders Order / Rev: 37192
 Alt Order #: 08860398
 Product Desc: ROMNEY/P/R
 Estimate: 361
 Flight Dates: 09/07/12 - 09/10/12
 Original Date / Rev: 09/06/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: American Rambler Production
 Buying Contact: _____
 Billing Contact: _____
138 Conant St.
Beverly, MA 01915

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Romney, Mitt / R-Pres
 Demographic: A35+
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	50	\$40,380.00	\$34,323.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	\$40,380.00	\$34,323.00	0.00
Totals	50	\$40,380.00	\$34,323.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share

Share	Total
KLAS	30% \$40,380.00

Market	100% \$134,600.00
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Competitive Share

Share	Total
CABLE	0% \$0.00
KBLR	0% \$0.00
KFBT	0% \$0.00
KINC	0% \$0.00
KTNV	25% \$33,650.00
KTUD	0% \$0.00
KVBC	0% \$0.00
KVVU	5% \$6,730.00
KVWB	0% \$0.00
LV1	0% \$0.00
UNKWN	0% \$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	09/07/12	09/07/12	8 News Now 6a M-F	CM	6-7a	----F--	:30	2	\$245.00	LV2	0.00	NM	2	\$490.00	
NEWS																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/03/12		09/09/12		----F--		2		\$245.00		0.00						
E 4	8	09/07/12	09/07/12	CBS This Morning	7-9a	CM	7-9a	----F--	:30	2	\$150.00	LV2	0.00	NM	2	\$300.00
CBS This Morning																

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	8	09/08/12	09/08/12	8 News Now Sat	5-7p CM	5-7p	-----S-		:30	1	\$550.00	LV1	0.00	NM		1	\$550.00
8 News Now Sat 5-7p																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S- 1 \$550.00 0.00																	
E 36	8	09/09/12	09/09/12	Politics Now S	Sebelius CM	Various	-----S		:30	1	\$250.00	LV2	0.00	NM		1	\$250.00
Politics Now S Sebelius (5:30 PM-6:00 PM)																	
POLITICS NOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 1 \$250.00 0.00																	
E 39	8	09/08/12	09/08/12	Sat 1135p-1235a	Priv P@M	1135p-1235a	-----S-		:30	1	\$70.00	LV2	0.00	NM		1	\$70.00
The Unit																	
THE UNIT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S- 1 \$70.00 0.00																	
E 40	8	09/08/12	09/08/12	CBS Early Show - Sat.	CM	5-7a	-----S-		:30	2	\$85.00	LV2	0.00	NM		2	\$170.00
CBS Early Show - Sat.																	
EARLY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S- 2 \$85.00 0.00																	
E 41	8	09/09/12	09/09/12	8 News Now Sun AM	#CM	8 News Now Sun A-----S			:30	1	\$125.00	LV2	0.00	NM		1	\$125.00
8 News Now Sun AM #1																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 1 \$125.00 0.00																	
E 42	8	09/09/12	09/09/12	CBS News Sunday Morn	OM	CBS Sunday Morn	-----S		:30	2	\$325.00	LV2	0.00	NM		2	\$650.00
CBS News Sunday Morning																	
SUNDAY MORNING																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 2 \$325.00 0.00																	
E 43	8	09/09/12	09/09/12	8 News Now Sun AM	#CM	8 News Now Sun A-----S			:30	2	\$325.00	LV2	0.00	NM		2	\$650.00
8 News Now Sun AM #2																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 2 \$325.00 0.00																	
E 44	8	09/09/12	09/09/12	Face The Nation	CM	Face The Nation	-----S		:30	1	\$300.00	LV2	0.00	NM		1	\$300.00
Face The Nation																	
FACE THE NATION																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 1 \$300.00 0.00																	
E 45	8	09/09/12	09/09/12	US Open Tennis	CM	Various	-----S		:30	4	\$750.00	LV2	0.00	NM		4	\$3,000.00
US Open Tennis																	
US OPEN TENNIS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 4 \$750.00 0.00																	
E 46	8	09/09/12	09/09/12	8 News Now Sun	5-7p CM	5-7p	-----S		:30	3	\$200.00	LV2	0.00	NM		3	\$600.00
8 News Now Sun 5-7p																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 3 \$200.00 0.00																	
E 48	8	09/09/12	09/09/12	Sun 9-10p	CM	9-10p	-----S		:30	2	\$1,400.00	LV2	0.00	NM		2	\$2,800.00
The Good Wife																	
THE GOOD WIFE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 2 \$1,400.00 0.00																	
E 50	8	09/09/12	09/09/12	8 News Now Sun	11p CM	11-1135P	-----S		:30	2	\$350.00	LV2	0.00	NM		2	\$700.00
8 News Now Sun 11p																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							<u>Rate</u>	<u>Rating</u>				
Week: 09/03/12 09/09/12 -----S 2 \$350.00 0.00																	
E 51	8	09/09/12	09/09/12		CM	5-6a	-----S		:30	2	\$75.00	LV2	0.00	NM		2	\$150.00

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Eye on Wash/Wall St Jou Eye On Wash/Wall St Jrn1															
DC/WALL ST															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-----S</u> Spots/Week <u>2</u> Rate <u>\$75.00</u> Rating <u>0.00</u>															
N52	8	09/07/12	09/07/12	Fri	10-11p	CM	10-11p			----F--	:30	2	\$7,500.00	LV1	0.00 NM
Blue Bloods															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>2</u> Rate <u>\$7,500.00</u> Rating <u>0.00</u>															
N53	8	09/09/12	09/09/12	Sun	7-8p	CM	7-8p			-----S	:30	1	\$3,375.00	LV1	0.00 NM
60 Minutes															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$3,375.00</u> Rating <u>0.00</u>															
N54	8	09/09/12	09/09/12	Sun	10-11p	CM	10-11p			-----S	:30	1	\$4,000.00	LV1	0.00 NM
The Mentalist															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$4,000.00</u> Rating <u>0.00</u>															
Totals													50	\$40,380.00	